

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

AD# (FBI) 101-B1, REQ# M2445, "PORTAGE"-Alpine 4/C Bland (9" x 10 13/16") Valsesia (Net's) 1989  
Printed in U.S.A.

MENTHOL  
**Alpine**

**DISCOVER THE PEAK  
OF REFRESHMENT.**

AVAILABLE IN FULL FLAVOR, LIGHTS, KINGS & 100'S

**NEW, AT GENERIC PRICE**

My suggested retail price

© Philip Morris Inc. 1989

Full Flavor: 15 mg "tar," 1.0 mg nicotine—Lights: 10 mg "tar,"  
0.8 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

**BUY ONE, GET ONE FREE.**

MANUFACTURER'S SUGGESTED RETAIL PRICE

Alpine

10

28,000 62,100

